



Docket No.: B2745.0028/P0028

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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In re Reissue Application of:

David W. Roth, et al.

Original Patent No.: 6,285,987

Art Unit: N/A

Issued: September 4, 2001

Examiner: Not Yet Assigned

For: INTERNET ADVERTISING SYSTEM

**SECOND PRELIMINARY AMENDMENT**

U.S. Patent and Trademark Office  
2011 South Clark Place  
Customer Window, Mail Stop Reissue  
Crystal Plaza Two, Lobby, Room 1B03  
Arlington, VA 22202

Dear Sir:

**INTRODUCTORY COMMENTS**

Prior to examination on the merits, please amend the above-identified  
U.S. patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which  
begins on page 2 of this paper.

**Remarks/Arguments** begin on page 22 of this paper.